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UTILITY PATENT APPLICATION TRANSMITTAL

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Attorney Docket No.		02875/100H491-US1						
First Inventor		Diego Dayan						
Title	COMPUTERIZED ADVERTISING METHOD AND							
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		ON ELEMENTS g utility patent application	contents.	AD	DRES		O: C A	.O. Box 14 lexandria,	ner f 150 VA	or Patents 22313-1450	5. PTO
2. X Applican See 37 (3. X Specifica - Cross - State - Refer - Brief - Detail - Abstr 4. X Drawing 5. Oath or Declar a. Nev	at claims small er CFR 1.27. ation I arrangement set for injuive title of the innex feeters to Relament Regarding Feence to sequence I computer program I ground of the Inventory of the Invent	plicate for fee processing) htity status. [Total Pages orth below) rention ted Applications of sponsored R & D isting, a table, isting appendix tion rention brawings (if filed) e [Total Sheets orthogonal with Box 18 completed) INVENTOR(S) attached deleting inventor(s) application, interest orthogonal with Box 18 completed)	77] 18]]	7. 8. 9. 10. 11. 12. 13. 14. 15.	Nucleoti (if applic a. C b. Speci i. c. S Ass Ass Infe Infe Sta CF K Re CF K No	mputeide arcable, compification of the compile o	or CDer Prograd or Arial necuter Reconstruction Disconstruction Disconstructio	-R in duplic ram (Appenmino Acid Siessary) adable Forruence Listin DM or CD-Rerifying ider NYING AF pers (cover Statement an assignee, tion Docum Closure)/PTO-1449 endment Postcard (Micifically item of Priority Dris claimed) Request un attach form	ate, I dix) eque (Ci g on (Ci c) (Ci c) pPLI shee MPEF MPEF MPEF MPEF MPEF MPEF MPEF MPE	arge table or arge t	lent.
6. X Application Data Sheet. See 37 CFR 1.76				17. X Other: Petition for Revival of an International Application for Patent Designating the U.S. Abandoned Unintentionally							
18. If a CONTINUING APPLICATION, check appropriate box, and supply the requisite information below and in the first sentence of the specification following the title, or in an Application Data Sheet under 37 CFR 1.76: X Continuation Divisional Continuation-in-part (CIP) of prior application No.: PCT/US01/28265 Prior application information: Examiner Art Unit: For CONTINUATION OR DIVISIONAL APPS only: The entire disclosure of the prior application, from which an oath or declaration is supplied under Box 5b, is considered a part of the disclosure of the accompanying continuation or divisional application and is hereby incorporated by reference. The incorporation can only be relied upon when a portion has been inadvertently omitted from the submitted application parts.											
		19. C	ORRESPO	NDE	NCE AD	DRE	:55				
X Custome	er Number:	0727	78			OR	L	Correspo	onde	nce address below	
Name	DARBY & Joseph B.	DARBY P.C. Lerch									
Address P.O. Box 5257											
City New York State		NY				Zip Code	•	10150-5257			
Country	US		Telephone	(21	2) 527	-770	00	F	ax	(212) 753-623	37
Name (Print/	Type) Jos	eph/B. Lerch		0	Registra	tion N	lo. (Atto	orney/Agent)	26,936	
Signature asemble &					M			Date	Se	eptember 10, 2	2003
	/,										

PTO/SB/17 (08-03)
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FFF TO A NOMITTAL		Complete if Known								
FEE TRANSMITTAL		Applic	ation	Numbe	er Not Yet Assigned					
for FY 2003	Filing Date (Concurrently Herewith					
	Ī	First N	Vamed	Inven	ntor Diego Dayan					
Effective 01/01/2003, Patent fees are subject to annual revision.			iner Na		Not Yet Assigned					
X Applicant claims small entity status. See 37 CFR 1.27					N/A					
TOTAL AMOUNT OF PAYMENT (\$) 650.00		Attom	ey Doo	ket No	o. 02875/100H491-US1					
METHOD OF PAYMENT (check all that apply)				FEE	CALCULATION (continued)					
Credit Money	2 ^	DDITI	MAI							
X Check Card Order Other None	3. ADDITIONAL FEES									
Deposit Account:		F 414	0 11	F . 414						
Deposit Account 04-0100	Fee	Large Entity Small Entity Fee Fee Fee Fee Fee								
Number	Code	(\$)	Code	(\$)	Fee Description Fee Paid					
Deposit Account Darby & Darby P.C.	1051	130	2051	65	Surcharge – late filing fee or oath					
Name	1052	50	2052	25	Surcharge – late provisional filing fee or cover					
The Director is authorized to: (check all that apply)					sheet.					
Charge fee(s) indicated below X Credit any overpayments	1053	130	1053	130	Non-English specification					
Charge any additional fee(s) during the pendency of this application	1812	2,520	1812	2,520	For filing a request for ex parte reexamination					
Charge fee(s) indicated below, except for the filing fee	1804	920*	1804	920*	Requesting publication of SIR prior to Examiner action					
to the above-identified deposit account.	1805	1,840*	1805	1,840*	Requesting publication of SIR after Examiner action					
FEE CALCULATION	1251	110	2251	55	Extension for reply within first month					
1. BASIC FILING FEE	1252	410	2252	205	Extension for reply within second month					
Large Entity Small Entity	1253	930	2253	465	Extension for reply within third month					
Fee Fee Fee Fee Fee Description Fee Paid Code (\$) Code (\$)	1254	1,450	2254	725	Extension for reply within fourth month					
1001 750 2001 375 Utility filing fee	1255	1,970	2255	985	Extension for reply within fifth month					
1002 330 2002 165 Design filing fee	1401	320	2401	160	Notice of Appeal					
1003 520 2003 260 Plant filing fee	1402	320	2402	160	Filing a brief in support of an appeal					
1004 750 2004 375 Reissue filing fee	1403	280	2403		Request for oral hearing					
1005 160 2005 80 Provisional filing fee	1451 1452	1,510 110	1451 2452	1,510 55	Petition to institute a public use proceeding Petition to revive – unavoidable					
SUBTOTAL (1) (\$) 0.00	1453	1,300	2452		Petition to revive - unintentional 650.00					
2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE	1501	1,300	2501		Utility issue fee (or reissue)					
Extra Fee from	1502	470	2502		Design issue fee					
Claims below Fee Paid Total Claims 41 -41** = x = 0.00	1503	630	2503		Plant issue fee					
Independent 4 4 4 = x = 0.00	1460	130	1460	130	Petitions to the Commissioner					
Claims	1807	50	1807	50	Processing fee under 37 CFR 1.17(q)					
	1806	180	1806	180	Submission of Information Disclosure Stmt					
Large Entity Small Entity Fee					Recording each patent assignment per					
Code (\$) Code (\$) Fee Description	8021	40	8021	40	property (times number of properties)					
1202 18 2202 9 Claims in excess of 20 1201 84 2201 42 Independent claims in excess of 3	1809	750	2809	375	Filing a submission after final rejection (37 CFR 1.129(a))					
1203 280 2203 140 Multiple dependent claim, if not paid	1810	750	2810	375	For each additional invention to be examined (37CFR 1.129(b))					
1204 84 2204 42 ** Reissue independent claims	1801	750	2801	375	Request for Continued Examination (RCE)					
over original patent	1802	900	1802	900	Request for expedited examination					
1205 18 2205 9 ** Reissue claims in excess of 20 and over original patent		Other fee (specify)								
SUBTOTAL (2) (\$) 0.00				ing Fee	Paid SUBTOTAL (3) (\$) 650.00					
**or number previously paid, if greater; For Reissues, see above	000	Reduced by Basic Filing Fee Paid SUBTOTAL (3) (\$) 650.00								
SUBMITTED BY					(Complete (if applicable))					
Name (Print/Type) Joseph 8.) Lerch	Registi (Attorne	ration No ey/ p gent)	² 26	,936	Telephone (212) 527-7744					
Signature Signature	N				Date September 10, 2003					

The PTO did not receive the following listed item(s) a check for 650 w listed item(s)_()

Attorney Docket No.: 02875/100H491-US1

Certificate of Express Mailing Under 37 CFR 1.10

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MS Patent Application Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

on September 9, 2003

Signature

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Note:

Each paper must have its own certificate of mailing, or this certificate must identify each submitted paper.

Utility Transmittal (1pg.)

Description (68pp.); Claims (8pp.); Abstract (1pg.); Drawings (Figs.1-11D) Petition for Revival of an International Application for Patent Designating the U.S. Abandoned Unintentionally (2pp.)

Fee Transmittal Form (1pg.) Application Data Sheet (4pp.) Check in the amount of \$650.00